





Launch National Print

"Lifetime Supply" page

Lifetime supply of fresh air with every purchase.




*The next generation gas/electric
Prius with Hybrid Synergy Drive.[®]
Best midsize rating for a gas-powered
production vehicle. Best estimated*



The power to move forward.

Fuel economy in a mid-size car. All
with the best interests of the earth
in mind. Take a deep breath everyone.
The Prius is here. toyota.com*

PRIS  NOW

GET THE FEELING



 TOYOTA

©2002 Toyota Motor Sales, U.S.A., Inc. *Midsize production vehicles only. Excludes all-includes based MSRP. 2002 EPA-est.



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"Room Enough" spread



Room enough to expand your mind.

The most generous passenger space with Hybrid Energy Drive™. Inside the world's first mid-size hybrid, you'll find plenty of room for the passengers and all their gear.

Plug, push button start. Available DVD navigation. Start that hot show. And of course, just move plug it in. Just step on the accelerator and let your mind expand. toyota.com

GET THE FEELING

TOYOTA

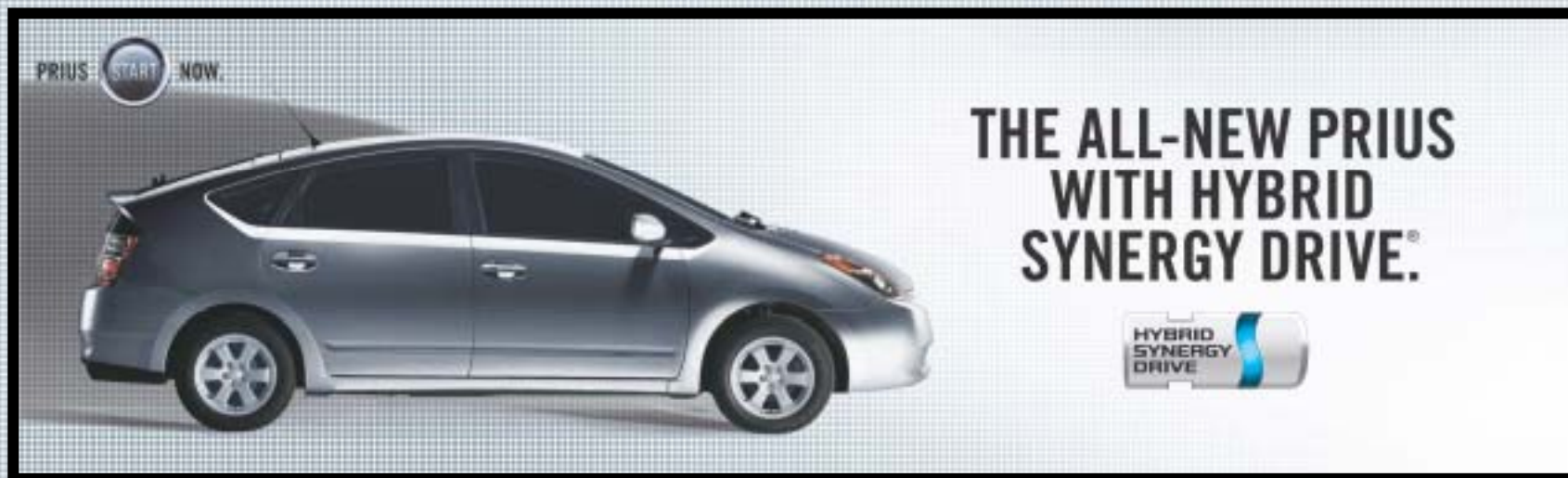




Launch

National Outdoor

- Flight - 11/1 through 1/1/04
- 7/1 through 10/1/04





Launch



Interactive Media

- Tax Sites
- Portal Homepages
 - Yahoo!- 10/17 - 02/04
 - MSN
 - MSN Technology Showcase
 - Integrate Prius features/ benefits into a showcase of the latest technology in the areas of communication, digital photography & music, etc.





Launch: Toyota.com

- 3D Driving Experience with stylized backdrop of generic cityscape
- Allows users to get a better understanding of Hybrid Synergy Drive
 - Showcases the many operating modes of Hybrid Synergy Drive via
 - Product demonstrations: Smart Entry & Start, Energy Flow
 - Audio narration
 - Fuel/MPG calculator
 - Hybrid tax deduction page





Lifestyle: Prius-Start-Now Tour

- Ride & Drive caravan along east coast & southern states
- November – December
- Partnership with Whole Foods
- Participants learn about Prius and Hybrid Synergy Drive in an interactive format
- Handraiser/participant info provided to local dealers via Lead Delivery Tool



Lifestyle: Other

- Michelin Bibendum
- Environmental Media Association Awards
- Electric Vehicle Symposium 20th
- Race to Stop Global Warming
- Drive to Survive
- American Lung Association Walks
- International Yoga Expo





Launch: PR

THE WALL STREET JOURNAL.

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CARS

Toyota's Prius: No Plug Required

By SEAN FRANKS

DEFINITION—As a new push to expand sales of the Prius electric hybrid car, Toyota Motor Corp. wants to get one thing straight: No, you don't have to plug it in.

Toyota hopes to expand sales of the hybrid vehicle by 20% and year-over-year 2004 projected sales to 20,000 in 2004. But the auto maker cautions that most consumers are still puzzled by hybrids, which combine an electric motor with a gasoline engine to get much better fuel economy than traditional cars. In surveys, Toyota has found that about half of all consumers either wrongly believe that you have to plug in hybrids or say they don't know enough to answer the question.

With more hybrids coming, auto makers badly need consumers to grasp the technology.

In October, Toyota dealers will begin selling the first model of the Prius, which has been redesigned. The new model has more interior room and gets about 50 mpg in city, a 20% increase over the previous model. The base price of the Prius is \$16,000. Later this year, Toyota also plans to begin selling a hybrid version of the full-size Camry pickup truck and the Lexus ES 350.

Old notions have to be first, though. Consumers have long believed that early versions of fuel-efficient electric cars needed to be plugged in for power. Fuel-efficient cars were also tagged as impractical because they couldn't make passengers or people's staff. Honda Motor Co.'s four-year-old Insight, which only has sold a few, never became popular.

Gaining Some Traction

BY SEAN FRANKS

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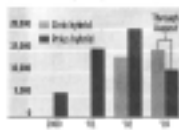
BY SEAN FRANKS

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Toyota will begin selling its redesigned 2004 Prius hybrid in U.S. markets in October and will launch a broad marketing campaign to help sales.



SOURCE: TOYOTA

but Honda's hybrid version of the Civic, which consumers think of as a traditional car, has sold well. Toyota dealers say they have sold out of their 2003 Prius inventory and are predicting strong demand for the 2004 model.

Toyota officials think its new marketing effort will help expand the technology and help expand the car's customer base beyond a core of environmentally conscious customers. In new Prius commercials, a salesman outside begins that "you never have to plug it in." The new marketing campaign was developed by Saatchi & Saatchi, Los Angeles, and presented at a news conference in Detroit yesterday. (Honda's white Prius, a Toyota marketing strategy, repeated the point several times, "It's everything that we talk about," he said.

Toyota is also keeping maintenance costs down, and not just for buyers.

Some of the glitches were also looking for more than a showing. "There's a lot of things that we're not going away from now."

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Automotive News

www.automotiveweb.com

Toyota tries to go mainstream with Prius ads

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It will stress that the Prius really is electric plug.

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Launch: PR

- Engines-of-Change Tour
- During October and November
- Ride & Drive tour in 15 cities
- Targeted at opinion leaders (local personalities, celebrities, government officials)
- Provide hands-on learning of Toyota's commitment, Prius and hybrid technologies





Strategic Marketing

- Marketing via celebrities, government agencies and strategic partnerships
 - Promote critical “Green” messages
 - Help influence the governmental debate on environmental issues
 - Expand upon Toyota’s reputation for environmental leadership and innovation
 - Create unique opportunities for Toyota to deliver its environmental messages
 - Create and inform opinion leaders / advocates across the spectrum of the U.S. population



Strategic Marketing

- Governmental Organizations
 - U.S. Department of Energy - Clean Cities network
 - Accelerating the introduction and expanding the use of advanced technology and alternative fuel vehicles across the U.S.
- Non-Governmental Organizations
 - Global Green
 - Fosters a global value shift toward a sustainable and secure world through education, advocacy, partnerships, and programs
- Trade Associations
 - Electric Drive Transportation Association
 - Represents organizations that develop and produce battery, hybrid and fuel cell technologies, and serves as a central source of information on technical, market and policy issues
- Other
 - Environmental Media Association Awards
 - Awards for TV and Motion Picture productions which best communicate the environmental message
 - Toyota is presenting sponsor





Strategic Marketing

- Celebrity partnerships
 - Oscars
 - Annually provide Prius vehicles to celebrities to drive to Oscars
 - Celebrity owners such as,
 - Cameron Diaz
 - Leonardo DiCaprio
 - Robin Williams
 - Tim Robbins
- Allows them to show their commitment to the environment
- Provides Toyota with unsolicited testimonials from Hollywood community





Summary

- Toyota is committed to environmental leadership
- Market Research critical to launch success
- Traditional and alternative marketing needed to build awareness
- Partnerships and outreach to move to the early majority of the market and expand
- Customer acceptance drives success for Toyota

